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ABSTRACT

The Educational Resources Information Center (ERIC) Clearinghouse on Information Resources reports its activities, publications and newly-acquired materials in this collection of three newsletters from 1975. A guest article on instructional television funding in Ohio and a listing of Bicentennial materials are included. (DS)

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ED119705

# THE ERIC AT STANFORD NEWSLETTER

1975

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SPECIALING IN MATERIALS AND STRATEGIES FOR LEARNING March 75

NEWSBRIEFS From the ERIC Clearinghouse on Information Resources

# Bibliography services to continue, expand

Suggestions from readers concerning topics for short, on-demand bibliographies are being requested by the Clearinghouse.

The annotated bibliographies, which are expected to be issued about once every two months this year, will be compiled from the ERIC data base. They will be generated from questions the Clearinghouse receives by mail, by phone, and in person.

Staff members are planning three of the bibliographies based on the themes of the conventions of the three main professional organizations with which the Clearinghouse works--the American Library Association, the Association for Educational Communications and Technology, and the American Society for Information Science.

Topics for other bibliographies, nowever, are still being discussed and suggestions are now being gathered. Distribution of the on-demand bibliographies is expected to be accomplished mainly through libraries and other gate-keeping facilities, rather than through individuals.

These on-demand bibliographies are separate from the Alerting Service Bibliography on Libraries and Media begun late last year (see next story).

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Response has been encouraging to an offer by the Clearinghouse to supply interested readers with a simple bibliography of short annotations of books in the field of libraries and media.

The bibliography service was first offered in the November 1974 Newsbrief. Several hundred readers responded and were mailed the bibliography, plus a short questionnaire. Over 100 readers have requested the second issue, which is being compiled.

The bibliography includes annotations of books which are not appropriate for inclusion in *Resources in Education (RIE)*, but which have some value for educators. The paper serves as an alerting service only; a listing does not imply a recommendation.

On the basis of the response, the service is being continued. Interested readers who have not already done so are asked to send a stamped (30¢) self-addressed 9 x 12 inch manila envelope along with a written request to receive the publication.

The staff has appreciated suggestions from readers concerning the form and content of the bibliography. The next issue will incorporate some of these suggestions.

### PRELIMINARY RESULTS OF ALERTING SERVICE BIBLIOGRAPHY QUESTIONNAIRE

Persons requesting a second Alerting Service Bibliography (described above) answered a questionnaire as follows:

1. What field of education are you involved in?

| | |
|---|---|
| Research | 21 |
| Libraries | 49 |
| Media | 43 |
| Technology | 14 |

2. What are you using this bibliography for:

| | |
|---|---|
| Personal Knowledge | 43 |
| Library Collection | 46 |
| Teaching Resource | 35 |
| Research | 21 |

3. Do you find this type of bibliography:

| | |
|---|---|
| Not Useful | 0 |
| Slightly Useful | 0 |
| Useful | 40 |
| Very Useful | 22 |

## *Four winners named in mini-contest*

The abbreviation and acronym ("a and a") mini-contest in the November 1974 Newsbriefs received a mini-response from readers. About 20 entries were received, with four of them coming close to listing all possible answers. Some 37 "a and a's" were found--counting middle initials, abbreviations of states, and, of course, "Ms."

Grand winner is Jane D. Surface of Gainesville, Florida, who managed to count even the D. in her name to reach a total of 33 correct responses. Stanley Ruckman of Linn-Benton Community College, Albany, Oregon came in second with 30 correct answers. Third-place went to Denny Phillips of William Patterson College, Wayne, New Jersey. He gave 21 correct answers. Coming in fourth with 20 correct answers was Stanley Skolnick of Southern Connecticut State College

Winners will receive their choice of anumber of ERIC/IR publications. Newsbrief space won't be used to list all the correct answers, but a copy will be sent upon request.

# Special workshop on tap at AECT convention

Individuals interested in promoting in-service professional development of library/media specialists with regard to managing information accession (including ERIC-type computerized data banks) may be interested in attending a special session at the AECT Dallas convention, Thursday, April 18, 1975, in Room 404, Convention Hall.

The 9 a.m. meeting will be chaired by Dr. James W. Brown, associate director for professional relations of ERIC/IR. He will explain plans of ERIC at Stanford for setting up a program to work with institutions of higher learning, individual school systems, and other oganizations to carry out such training, using a kit of independent study materials developed especially for this purpose.

For further information, write Dr. Brown at the Clearinghouse.



THE CLEARINGHOUSE IS PART OF THE STANFORD CENTER FOR RESEARCH AND DEVELOPMENT IN TEACHING, SCHOOL OF EDUCATION, STANFORD UNIVERSITY, STANFORD, CALIFORNIA 94305

# Library management intern program working well at Stanford

During the past several months, the Stanford University library system and the Clearinghouse have been fortunate to be able to work with Mrs. Jessie Cottman Smith, one of six interns participating in the first year of a three-year program of the Association of College and Research Libraries.

The program, funded by a grant from The Andrew W. Mellon Foundation, is intended to accelerate the development of management abilities of librarians in black colleges and universities by providing them with experience in the administration of strong and progressive academic libraries.

Mrs. Smith is director of library services of the University of Maryland, Eastern Shore. She is working on the Stanford campus with Dr. David C. Weber, director of University libraries.

In a report on the first half of her internship, "Reflections Plus," Mrs. Smith wrote the following:

> The library director, associate director and I set out early to develop effective guidelines to personalize the internship. . . . we began by reviewing a list of administrative processes which we felt would be of greatest interest to me and proceeded to outline my exposure to them in a very flexible fashion. This put me into the position of a participant-observer in a myriad of library operations at all levels. The guidelines left me free of any routine staff responsibility, but I was rather honored with special assignments to the Academic Council Committee on Libraries and the President's University Library Council as a recorder. . . . Specific administrative tasks during the first three months of my internship included such things as: Preparing agenda for the University Library Council, making recommendations regarding support staff job classifications, and reviewing budgeting, fund raising, and personnel management activities. . . .
>
> In evaluating this plan, I considered the basic needs of my home library, intending to observe closely new and/or different methods of implementing change. . . .
>
> I have also been playing catch-up in the arena of library literature. It has been a tremendous experience for me to sit in on "Policy Making in Higher Education," a seminar taught by one of the leading authorities in the country on higher education [Editor's Note: The seminar is taught by Clearinghouse director Lewis Mayhew]; and to observe the University Senate in session. . . .

> One of the most meaningful long-term activities in which I am engaged is that of collection development. I have had the rare opportunity of spending periods of time with several curators and research branch librarians. . . . and [have] become more acquainted with the vast amount of literature in the various disciplines.
>
> I consider the internship program both meaningful and productive.

The Clearinghouse staff has considered it meaningful and productive to be involved in even a small way with Mrs. Smith's experience. She and Dr. Weber sat in on much of the Clearinghouse's annual Advisory Board meeting in early February, and she has visited the Clearinghouse on a number of occasions. This has given staff members a chance to see library administrative training in action.

# New Clearinghouse director cited in national poll

ERIC at Stanford is now operating under the leadership of Lewis B. Mayhew, professor of education, who assumed the post of Clearinghouse director on January 1, 1975.

Dr. Mayhew replaces Richard E. Clark, who has assumed the chairmanship of the Department of Instructional Technology at Syracuse University, New York.

Just last month, Dr. Mayhew was named by *Change* magazine to its roster of "Who's Who in Higher Education." Relying on a poll of journalists, foundation executives, university presidents, and government officials, *Change* selected the 44 most frequently mentioned as those who "contribute most significantly to the thoughts and actions of American learning."

Dr. Mayhew has served on committees for such organizations as the American Council on Education, the Educational Testing Service, the College Entrance Examination Board, and the American Association for Higher Education. He has written or edited over 30 books and several hundred articles.

No changes in Clearinghouse policy, fields of interest, or arrangements with professional organizations are expected as a result of the change of directorship. The Clearinghouse is continuing to process documents at all levels of education dealing with libraries, information science, and educational media and technology.

# ERIC tools rise in price

Just like sugar, beef, oil, electricity, and other basic necessities of life, the ERIC tools are becoming more expensive. It is hoped that the following price changes won't discourage anyone from keeping these valuable publications on hand.

*Resources in Education*

| | |
|---|---|
| Yearly subscription (12 issues, domestic) | $42.70 |
| Yearly subscription (12 issues, foreign) | $53.40 |
| Single copy | $ 3.60 |

Order from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

*Current Index to Journals in Education*

| | |
|---|---|
| Yearly subscription (12 issues) | $50.00 |
| Yearly subscription plus two semiannual cumulations | $90.00 |
| Semiannual cumulations only | $40.00 |
| Single copy | $ 4.75 |

Order from Macmillan Information, 216R Brown Street, Riverside, New Jersey 08075.

A new sixth edition of the *Thesaurus of ERIC Descriptors* is promised for the Fall of 1975. No price information is available.

# ERIC "keystone" of dissemination, Advisory Board declares

The proposed budget for the National Institute of Education, together with indications of increasing dissemination efforts and support for ERIC activities, were noted with pleasure by the Advisory Board of the ERIC Clearinghouse on Information Resources at its annual meeting last month.

The Board urged that ERIC is qualified to be and should be regarded as the key-stone of the NIE dissemination effort, and then commended the Stanford Clearinghouse staff for its "outstanding accomplishments during the past year."

ERIC/IR is privileged to have a most prestigious and competent Board of Advisors, composed of active leaders in the field of information resources. They include:

William Chait, Director, Dayton and Montgomery County Public Libraries.

Margaret Chisholm, Dean, College of Library and Information Services, University of Maryland (Chairperson).

Donald Ely, Director, Center for Information and Education, Syracuse University.

Howard Hitchens, Jr., Executive Director, Association for Educational Communications and Technology.

Anna Hyer, Development Coordinator, Instructional and Professional Development, National Education Association.

Harry A. Johnson, Director, Learning Resource Center, Virginia State College.

Edwin Parker, Professor, Institute for Communication Research, Stanford University.

Joshua Smith, Executive Director, American Society for Information Science.

Robert Wedgeworth, Executive Director, American Library Association.

Among the actions and recommendations of the Board during its two-day meeting:

It was recommended that the Clearinghouse should do more selective and precise assessment of its clients, service and impact, so that aggregate statistics are available to help plan for the future.

ERIC/IR should explore ways in which it could extend its services to individual institutions on the ground that school library/media specialists represent a large and natural clientele for what ERIC has to offer.

The ERIC Clearinghouse directors should continue to offer their advice and service to NIE, particularly as it begins to fashion new policies. It might even be that the Clearinghouse directors and their Boards of Advisors could function as a composite group of diverse experience which could be helpful to NIE in the years immediately ahead.

The Clearinghouse staff might develop examples and case reports of how Clearinghouse services have actually helped people. **(Would readers care to supply the staff with material for this project?)**

The staff might consider the creation of a field council consisting of librarians and media directors located for the most part in California area which could meet several times a year to evaluate products and to identify field needs. **(Nominations of candidates from readers are welcome.)**

The Clearinghouse should seek to publicize its present activities and extend its services by entering into new and relevant kinds of activities. However, care must be exercised not to attempt expansion at such a rapid rate as to be threatening to other organizations . . .

Although there has been a substantial reduction in real funding for the total ERIC system, there apparently has been a sustained increase in the amount of services the various Clearinghouses render. This fact should be brought to the attention of NIE as part of an overall effort to clarify and stabilize the role of the ERIC system in the National Institute of Education. Especially significant in such a clarification will be to discover ways in which the ERIC system can be of more support to NIE, including emphasis placed within the system on NIE products of various sorts.

A particularly vexing problem faced by the acquisition program is to obtain materials useful for practitioners. The request for "practitioner-oriented" materials can produce transitory material of scant generalizability. It is important that the Clearinghouse find materials by teachers and others who know the problems of classroom teachers, and who can prepare documents which will be useful in the solution of those problems.

The Clearinghouse appreciates these and other Board-generated suggestions, and is interested in reader reactions.

It seems that each year the Board becomes more valuable and useful to the staff. A formal "thank you" is extended to all the Board members for their time and suggestions.

# Publication package available

A selected number of ERIC/IR publications especially useful for summer session educational media and librarianship courses are being offered in a package arrangement through the Stanford School of Education's Box E.

The publications are being distributed at 20% below cost as a package only. Individual papers will remain at their regular price.

Dr. James W. Brown, associate director in charge of professional relations for the Clearinghouse, indicates that the package will fit well into summer media or library administration courses, as well as into basic audiovisual courses.

Included in the package are:

A packet of a number of general ERIC and ERIC/IR materials, including descriptive brochure, recent newsletter, and instructions on how to use ERIC and how to submit documents to ERIC.

*A Comparison of Guides to Non-Print Media* by David Rawnsley, in a new updated (March 1975) version.

*A Guide to Educational Resources* by Marda Woodbury (Summer 1974).

*Renewing the Link Between Communications and Educational Technology* by Keith W. Mielke (reprint of 1972 article in *AV Communication Review*).

AND

A Choice of Two of the Following:

*The Effective Use of Media in Innovative Schools* (bibliography) by Richard B. Lewis (Fall 1973).

*Instructional Materials in the Classroom: A Basic Reference Shelf* (bibliography, Fall 1973).

*The Working Teacher's Personal Guide to Free Sources* by Jaclyn Caselli (Spring 1973).

*The Best of ERIC: Learning Resource Centers* (bibliography) by Mayrelee Newman (Spring 1973).

*The Best of ERIC: Instructional Television* (bibliography) by Warren Seibert (Fall 1973).

You may indicate which two of the last five publications you wish. However, if supplies are depleted, we reserve the right to choose the most appropriate substitute.

The package is available for $9.60 (regular single-copy price would be $12.00) from: Box E, School of Education, Stanford University, Stanford, California 94305. Checks must be included with orders and must be made payable to Box E. Orders for more than 20 packages sent to the same address–package price $9.00 per package.

## *Newsbriefs* Reader Profile

For those who would like to know who their fellow readers of Newsbriefs are, a run-down of occupations follows:

| | |
|---|---|
| Media specialists | 388 |
| Librarians | 1588 |
| Professors or teachers of media-related courses | 286 |
| Professors or teachers of library-related courses | 84 |
| Media researchers or writers | 93 |
| Instructional designer/developers | 252 |
| Information scientists | 80 |
| Telecommunications specialists | 53 |
| Museum educators | 6 |
| Education administrators | 411 |
| Curriculum specialists | 145 |
| Others | 30 |
| Uncoded (individuals not associated with any institution or occupation) | 300 |

**Editor: Maxine Sitts**

**The ERIC Clearinghouse on Information Resources**
**Stanford Center for Research and Development in Teaching**
**School of Education, Stanford University**
**Stanford, California 94305**
**ADDRESS CORRECTION REQUESTED**

## Some more fiche in the sea

Librarians already sold onthe microfiche format of the ERIC collection might want to investigate a new annual service, *Educational Media Catalogs on Microfiche.* The service, for an annual fee, brings together on microfiche "hundreds of different catalogs from audiovisual distributors." For further information, contact: Olympic Media Information, 161 West 22 Street, New York, New York 10011.

## Instructional kit about ERIC available from Washington, D.C.

The new instruction kit, *ERIC: What It Is, How to Use It,* consisting of slidestrips, audiotapes, and mock-ups of ERIC tools, is available from the National Archives Trust Fund, National Audiovisual Center.

The kit covers three levels of learning: Level 1–An Introduction to ERIC; Level 2–Learning to Use *Resources in Education;* and Level 3–Doing an ERIC Search. Each level includes a 35mm filmstrip and an audiotape cassette. Instruction booklets, mock-ups, and a coordinator's manual also are included.

This kit actively involves the user in learning about ERIC and its research tools. It is designed to be used with large or small groups, or for self-instruction.

The staff of the Stanford Clearinghouse has used this kit at many different functions and recommends it to anyone who is involved in teaching about ERIC at any level.

The kit is available for $35.00 from:

Order Section
National Audiovisual Center (GSA)
Washington, D.C. 20409

Make check payable to National Archives Trust Fund.

The Clearinghouse staff received its kit through other sources, and would be interested in hearing from readers as to how long it takes to have an order filled.

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# Library/Media Report — August '75

## A News Periodical from the ERIC Clearinghouse on Information Resources

## Wanted: Information on Library networks

The Clearinghouse has prepared a First Draft edition of a list of *Acronyms and Initialisms of Library Networks*, and is seeking additional information on library networks for the final version of this paper. If you know of a library network, please send its acronym or initialism, full name, and address, along with the name and phone number of the person in charge, the number or type of member libraries, its special activities, and any written references about it, to Patricia Files at the Clearinghouse. A limited number of the First Draft copies are available.

## New Papers from ERIC at Stanford

The following new papers are available from the ERIC Clearinghouse at Stanford. They may be obtained from Box E or from the ERIC Document Reproduction Service. Ordering information appears at the end of this article.

*The Best of ERIC on Library Services to Migrant and Farm Worker Communities.* A completely-annotated bibliography of materials dealing with library services to migrant communities. Includes the best journal articles, reports, monographs and other publications indexed by ERIC. The 34 citations were chosen by the Clearinghouse staff for their value to librarians who are serving the unique interests of migrant laborers and farm workers. Materials are presented in computer print-out format. The publication was prepared for task force meetings at the 1975 annual conference of the American Library Association in San Francisco. $1.00 from Box E. 76¢ in microfiche and $1.58 in hardcopy from EDRS.

*A Library User's Guide to ERIC.* Designed as a companion to the card catalog and geared for library and classroom use. The 31-page booklet by librarian Robert M. Simmons of Bridgewater State College, Massachusetts, is arranged to teach readers how to use the tools of the nationwide ERIC system. Includes the following sections: Major components of ERIC, searching by topic, searching by author or institution, suggested methods for citing ERIC materials, computerized ERIC searching, a selected bibliography of ERIC materials, and a list of ERIC materials. The reader is guided through the steps required to find information within ERIC, with emphasis on the person who is using an ERIC collection in a library. The 5½ by 8½ inch format booklet is available for 75¢/single copy, or 50¢/copy for multiple copies from Box E. 76¢ in microfiche and $1.95 hardcopy from EDRS.

*A Comparison of Guides to Non-Print Media* updated 1975. This new revised publication, with many additions and revisions over the highly-popular 1973 edition, numbers 49 pages. In a new introduction, author David Rawnsley, staff member of an educational resource center, discusses additional sources of information about non-print media evaluation. Most of the paper is devoted to a side-by-side comparison of indexes and guides to help the reader in his/her process of deciding which to acquire for a library or learning resource center. The tables tell the media covered, grade level, availability, price, and frequency of publication of each guide. They also tell whether or not the guide contains the following information on the non-print material it describes: publication dates, primary audiences, running times, content summaries, reviews, producers, distributors, special conditions of availability, and prices. $3.00 from Box E. 76¢ in microfiche and $1.95 in hardcopy from EDRS.

*Doctoral Research in Educational Media.* A bibliography of all doctoral research done in the field of educational media from 1969 to 1972, with short annotations. The 100-page publication divides the citations into eight categories–audio, audiovisual, computers in instruction, library, programmed instruction, projected materials: motion, projected materials: stills, and television. Research was selected if it used some form of educational media as its subject or its methodology. Volume and page citations to abstracts in *Dissertation Abstracts* are included. Authors Joseph Mapes, Charlene Kirschner and Ray Anderton of the University of Colorado at Boulder and Denver, saw in the four years' of research "an increasing attempt to measure affect using the various media. There was a trend towards using multi-media in counseling and guidance research. Librarians, IMC specialists, and audio-visual specialists are playing a larger role in curriculum development; their materials centers are being regarded as more central to the schools' educational goals. . . ." Annual updates to this publication are planned. $5.00 from Box E. 76¢ in microfiche and $5.70 in hardcopy from EDRS. $5.00 from American Library Association, 50 East Huron St., Chicago, Illinois 60611.

*ERIC: What It Can Do For You/How To Use It.* By James W. Brown and the Clearinghouse staff. Written for educational media/librarian specialists, includes sections on ERIC–What it can do for your place of learning, descriptions of ERIC tools, explanations of manual and computer searches, and directory of sources for further information. Part of a training package used in professional education classes. AVAILABLE SEPTEMBER 1, 1975. $3.50 from Box E. EDRS price unavailable at this time.

*A Guide to Educational Resources*, updated 1975. Prepared by the Clearinghouse staff for the information specialist who must keep up with the information explosion. Includes sections on research and resource



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services, product guides, current literature, fact-finding, where it's happening, and others. $3.50 from Box E. EDRS price unavailable at this time. AVAILABLE SEPTEMBER 15, 1975.

Microfiche—*Looking Forward to 1976: A Selected Bibliography on the Functions and Contributions of Libraries in American Society.* Prepared for the 1975 American Library Association Annual Conference. 50¢ postage and handling from Box E.

Microfiche—*A Short Leadership Bibliography From the ERIC Clearinghouse on Information Resources.* Prepared for the 1975 Association for Educational Communications and Technology Convention. A collection of resources dealing with leadership in the library/media specialist field, with an introduction by James W. Brown. 50¢ postage and handling from Box E.

UPCOMING TOPICS AVAILABLE IN THE FALL

*How to Prepare for a Computer Search of ERIC,* by Judith Yarborough.

*Library and Technological Activities of Non-Traditional Institutions of Higher Education,* by Wesley Walton.

*The Current State of Networking,* by Lewis Mayhew.

*The Use of Media in Public Libraries,* by James W. Brown.

*Budgeting for School Media Programs,* by David Loertscher.

Box E ordering information: Checks for the purchase price must be included with orders and made payable to: Box E. Mail to: Box E, School of Education, Stanford University, Stanford, California 94305.

EDRS ordering information: ED numbers not yet available for these publications. Checks issues of *RIE* for ED numbers and prices, and mail check for purchase price to: EDRS, P.O. Box 190, Arlington, Virginia 22210. Always order by ED number. Include 18¢ postage for each title ordered.

## Young Research Award offered by AECT

The Research and Theory Division of the Association for Educational Communications and Technology is again sponsoring its Young Researcher Award for the best report of an experimental or empirical study in educational technology. The award of $250 will be presented at next year's AECT convention, March 28-April 2 in Anaheim. Deadline for the paper is December 1, 1975. Contact Dr. Keith Hall, 201 Chambers Blvd., The Pennsylvania State University, University Park, Pa. 16802 for further details.

## Small price increase for ERIC fiche, hardcopy

Prices for ERIC microfiche and hardcopy have risen slightly, due to inflation (so what else is new?). Be certain to check prices in *Resources in Education* before ordering. The new prices apply to *all* ERIC fiche and hardcopy, even those listed at the old prices in back issues of *RIE* and on computer print-outs.

## New FID Publications

Five new publications are available from the International Federation for Documentation:

*Computers and the UDC. A Decade of Progress 1963-1973,* 1974, 108pp., $14.50.

*Index to Users Studies,* 1974, 103pp., $12.00.

*FID Publications Catalogue, 1975,* 1975, 42pp., Free.

*FID Annual Report, 1974,* 1975, 16pp., Free.

*Selected Reading on Information for Industry,* 1974, 60pp., $16.60.

Order from: The International Federation for Documentation, 7 Hofweg, The Hague, Netherlands.

## ERIC Usage Reports now easier to use

A new format *ERIC Descriptor and Identifier Usage Reports* is now available from the ERIC/SMEAC Information Reference Center at the Ohio State University. The *Reports* list all descriptors and identifiers used since the ERIC system started. New features include: major and minor terms are listed separately. *RIE* documents not available on fiche are marked with a ✱. *RIE* and *CIJE* are reported together. The documents are loose-leaf. The prices are lower. The *Reports* are helpful in several ways to persons doing ERIC searches. Write for further information and ordering instructions: ERIC/SMEAC Information Reference Center, The Ohio State University, 400 Lincoln Tower, Columbus, Ohio 43210.

## "CumIndex" available as research tool

*The Library and Information Science CumIndex,* a 680-page hardbound reference publication, is scheduled to be available next month from The R&D Press in Los Altos, California. A CumIndex combines back-of-the-book indexes of major works in a field to make information within chapters of a book more available to researchers. In this case, Dr. Frederick G. Kilgour of the Ohio College Library Center gathered the indexes from 94 books in the field of library and information science. For more information, contact The R&D Press, P.O. Box 1226, Los Altos, Calif. 94022

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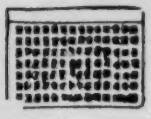


The August 1975 edition (third) of the Alerting Service Bibliography on Libraries and Media—an informal listing with short annotations of new publications not suitable for *RIE*—is now ready for distribution. If you desire a copy and have not already requested one, you may do so by sending the Clearinghouse a stamped (10¢) self-addressed 9 by 12-inch manila envelope with the keyword "August" marked on it.

# ITV Funding in Ohio

GUEST ARTICLE

by Dr. Alan R. Stephenson

*Assistant Manager and Director of Educational Services, WVIZ–TV, The Educational Television Association of Metropolitan Cleveland*

The State of Ohio rarely appears near the top of the list when the subject is spending for public education. However, with very little fanfare Ohio has moved to provide substantial support for its growing instructional television service.

State funds to encourage the use of classroom television began in 1961 when districts were paid five dollars annually for each classroom using instructional telecasts. In 1965 this was converted to a per pupil payment averaging around fifty cents.

In 1967 a major shift saw the beginning of substantial direct aid to the state's non-commercial stations to initiate or expand their ITV acitivies. By 1971 the state expenditure for instructional television had reached $2,000,000 annually. It remains at that level today although efforts are being made to obtain an increase to compensate for inflation.

## STATE SUPPORT TODAY

The state assistance reaches the local organizations in many ways. Each ITV activity receives a base grant of $81,000 regardless of the population served. This is supplemented by an incentive grant of fifty cents for each child a station has enrolled in its school service.

The Department of Education feels the local district will be more interested in the quality of the ITV service if it has a financial stake in it. So a membership fee of at least 25¢ per child is required. Actual membership charges range up to one dollar.

Further significant support from the state comes in the form of leased series which may be used by any Ohio instructional television service. The forty or more series so acquired make it possible for a small station to offer an adequate service without further expenditure. Series are acquired by the Department of Education on the recommendation of the state's eight school program directors, five of which must indicate they will use a series if it is acquired. In the event a desired series fails to get five users, any station may lease it individually utilizing the separate grant of $4000 each station receives for that purpose.

Funds for new productions are available as well. Each year the ITV directors, in consultation with their local schools, submit proposals for productions for state-wide use. The directors then poll their schools for preferences from all the proposals submitted and ultimately provide the Department of Education with a list of recommendations. Each year from one to four series are funded. Several series developed in this manner have gone on to national distribution. Included are *Adventure: Economics, Knowing About Growing, Truly American and Stories Of America.* Ohio is also a regular participant in national ITV con[illegible]rita. Again involvement is based on a vote of the ITV directors.

Finally, the Department maintains a reserve for "special purpose" grants. This has facilitated a variety of projects, activities and workshops to promote the continued growth of the television service.

## IN THE FALL: TWO–WAY LINK

In the fall of 1975 another aspect of state support will become a reality when the Ohio ETV Network interconnects all stations with a two-way link. The network center will take over the feeding of many of the ITV programs, relieving the local stations of the video recorder operating costs. With a composite schedule worked out by the ITV directors, the network will feed three programs simultaneously so each station can have a schedule to fit its local needs.

## LOCAL AUTONOMY

Most significant throughout this complex acitivity is the high degree of autonomy retained by each ITV operation. No station is required to broadcast any state-leased or produced series. Likewise the Department of Education does not determine what series a station may lease with its $4000 grant. A station may make as much or as little use of the network facility as it chooses. Department of Education representatives attend most ITV meetings and contribute to the content planning for new state-funded series, but do not dictate what will be done.

This is the first year of operation of several large repeater stations, so many districts are just getting involved with television. Television use by the schools is also a local decision, so 100% use statewide will probably never be reached, but voluntary participation should this year involve over 2/3 of the state's children. Overall, Ohio provides an interesting combination of strong state aid and continuing local autonomy.

Additional Reading from ERIC:

*Evaluation of the Market for Instructional Television and the Effects of Changes in the Communications Industry. Current and Potential Use of ITV. Final Report. Volume I.* This Study assesses gneral educational programing costs and the potential market for ITV in the future. 152pp. Can be ordered as ED 100 300 for 76¢ in microfiche and $8.24 in hardcopy from EDRS.

*Evaluation of the Market for Instructional Television and*

*the Effects of Changes in the Communications Industry. Delivery Systems. Final Report. Volume II.* This volume provides a detailed description of alternative delivery systems including cable television, pay television, closed-circuit television, video disc, video tape, UHF broadcasts, microwave systems, satellite systems, and computer-assisted instruction systems. 246pp. Can be ordered as ED 100 301 for 76¢ in microfiche and $12.05 from EDRS.

*EDRS orders must include check for purchase price plus 18¢ postage for each document. Send to: EDRS, P.O. Box 190, Arlington, Va. 22210.*

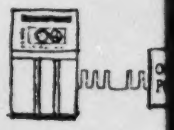
## ADVISORY BOARD CHANGES

David C. Weber, Director of the Stanford Libraries, has been added as a member of the Clearinghouse's Advisory Board.

* * *

Dr. Margaret Chisholm, chairperson of the Advisory Board, has moved to the University of Washington, Seattle, as Vice-president for University Relations and Development.

## Computers for people



Now's the time to subscribe to the newspaper-style bulletin of the People's Computer Center (PCC), which is published six times a year with such subjects as the care and feeding of the home computer, a look at hardware, the computer and the artist, computer games, parlor tricks with hand calculators, etc., etc. PCC is a not-for-profit corporation which operates a hang-loose computer center for people in Menlo Park, California, and publishes this newspaper about the recreational and educational uses of computers--computers for everyone. $5 for six issues from PCC, P.O. Box 310, Menlo Park, California 94025

Editor: Maxine Sitts

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# Library/Media Report — December 1975

## A News Periodical from the ERIC Clearinghouse on Information Resources


## New Publications from ERIC at Stanford

Ordering information for the following new publications appears at the end of this article.

*How to Prepare for a Computer Search of ERIC: A Non-Technical Approach*, written by Clearinghouse associate director Judith Yarborough, explains to educators the process of computerized retrieval of the ERIC data base in order to improve the relevance and scope of searches. Sections cover: Initiating a search, choice of data base, computerized or manual search?, search negotiation, type of search, defining the problem, Boolean search strategy, and ERIC indexing. A glossary and bibliography also are included. 40 pages. $1.00 from Box E.

*ERIC: What It Can Do For You/How to Use It*, written by James W. Brown and others of the Clearinghouse staff, includes sections on: ERIC – what it can do for your place of learning, descriptions of ERIC tools, explanations of manual and computer searches, and a directory of sources for further information. Part of a training package for professional education classes. Useful for anyone interested in learning about ERIC. NEW LOWER PRICE of $3.00 from Box E for this 22-page report published in September 1975.

Available as a package are the following three papers on networking:

*Computerized Networks among Libraries and Universities: An Administrator's Overview*, written by Lewis B. Mayhew, is a 73-page state-of-the-art publication covering case studies, and discussions of the past, present and future of computerized networking. The discussions are presented in a non-technical way and geared for the uninitiated educator, librarian or administrator – competent in his or her own field, but unaware of the role or possibilities of computerized networking and resource-sharing. The paper takes the position that computerized networking is technically well-developed and possesses considerable potential for education, if political, administrative, and economic problems can be overcome. Evidence is presented of actual uses of computerized networking which can be used as a basis for application elsewhere. A helpful glossary and reference section are included. $3.00 from Box E.

*Acronyms and Initialisms of Library Networks*, prepared by the Clearinghouse staff, is the second version of a listing of library network acronyms and initialisms, incorporating additions to the first edition from libraries across the country. Each entry includes the name and address of the network, and citations to documents for further information, where possible. 14 pages. $1.00 from Box E.

*A Selective Annotated Bibliography on Library Networking*, compiled from the ERIC data file and other sources, is a helpful companion piece to the above Mayhew paper. Its 25 pages contain over 150 annotated entries dealing with the subject. $1.00 from Box E.

*continued, page 2*

## RIE Exchange Service Offered by Clearinghouse

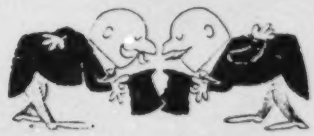
Missing issues of *Resources in Education?* Or do you have extra issues of *RIE* cluttering your library shelves?

The Clearinghouse at Stanford is interested in acting as an intermediary to help those with not enough *RIEs* to get in touch with those who have too many.

We are asking that persons needing extra issues send us a list of them. We'll try to match your needs.

This is at best a simple way of attempting to solve the difficulties which seem to be cropping up with *RIE* subscribers. We will do our best to act as a clearinghouse, but we can't guarantee we can match everyone. PLEASE do not send us the actual issues; we're low on storage space. Mail your lists to: "RIE Exchange" at the Clearinghouse address.

One extra tip. When all else fails, contact your Congressman. We have a documented case of a California university librarian who contacted her U.S. Congressman and received the missing issues from GPO as a direct result of his intervention.



## Programs, Publications to help Vietnamese

The subject of library services to Vietnamese refugees came up at a recent meeting of the Clearinghouse staff with several West Coast microfiche standing order customers. In answer to their questions, here's an idea of what's available.

From various library journals:

Dorothy Snowden, associate editor of *The Booklist*, is gathering this kind of information for the American Library Association, according to *American Libraries*. Two main sources of materials are suggested: The National Indo Chinese Clearing House, Suite 910, 1601 N. Kent Street, Arlington, Virginia 22209; and Rizzoli International Publications, Library Division, 712 Fifth Avenue, New York, New York 10019, ATTN. Brian Squire.

*Library Journal* reports that the ALA is exploring library service to Vietnamese refugees via a special committee.

Receiving publicity in several journals (perhaps the most complete write-up appeared in *Unabashed Librarian*) is the program of the Tulsa City-County Library System (400 Civic Center, Tulsa, Oklahoma 74103) which produced a number of audiotapes describing the surroundings and quaint American customs for incoming Vietnamese. Tapes are recorded in basic English and also are being translated into Vietnamese. *(Cont. Page 2)*



THE CLEARINGHOUSE IS PART OF THE STANFORD CENTER FOR RESEARCH AND DEVELOPMENT IN TEACHING, SCHOOL OF EDUCATION, STANFORD UNIVERSITY, STANFORD, CALIFORNIA 94305

New Publications, *continued*

NOTE: The three networking papers may be ordered as a package for $5.00 from Box E, a savings of $1.00 off single copy prices.

Other recent ERIC at Stanford papers include:

*The Best of ERIC on Library Services to Migrant and Farm Worker Communities*, 1975, $1.00.

*A Guide to Educational Resources*, 1975, $3.50. Includes sections on research and resource services, product guides, current literature, fact-finding, where it's happening, and others.

*Doctoral Research in Educational Media, 1969-1972*, 1975, $5.00. Second edition of a popular compilation of dissertations dealing with the use of media in education. Annotated; biennial updates planned.

*A Comparison of Guides to Nonprint Media*, 1975, $3.00. Compares dozens of guides to nonprint media to aid the reader in selecting the most appropriate.

*A Library User's Guide to ERIC*, 1975, 75¢ single copy, 50¢ multiple copies. A "companion to the card catalog" for libraries, information centers, classes. Tells all you need to know about using ERIC resources.

NOTE: A 15 percent discount is available if more than 10 papers are ordered at one time. This applies to single titles, or to a selection of titles.

ORDERING INFORMATION

Checks made payable to "Box E" must be included with orders. Mail orders and checks to: Box E, School of Education, Stanford University, Stanford, California 94305. Purchase orders will not be accepted. These papers also will be available through the ERIC Document Reproduction Service when their ED numbers are announced.

For a complete listing of papers available from ERIC at Stanford, write for the publications list.

# Think of ERIC for "Best Sellers"

If you have trouble finding a copy of a popular report, check ERIC. Reports of wide interest are processed by this Clearinghouse as quickly as possible. They should be available in ERIC microfiche collections three to four months after publication.

Examples of items of interest to the library community now available through ERIC:

*California State Library Systems; A Comprehensive Review with Guidelines for the Next Decade.* Written for the California State Library by Peat, Marwick & Mitchell. ED 105 906 (96¢ in microfiche, $13.88 in photocopy).

*Pricing of Publications Sold to the Public.* The General Accounting Office Study of Government Printing Office prices. ED 105 904 (96¢ in microfiche, $2.15 in photocopy).

*Toward a National Program for Library and Information Services: Goals for Action.* The report of the National Commission on Libraries and Information Science. ED 107 312 (96¢ in microfiche, $5.99 in photocopy). Hearings and position papers concerning this program are also in ERIC.

ORDERING INFORMATION

To order above documents, send a check for the purchase price, listing title and ED to: EDRS, P.O. Box 190, Arlington, Virginia 22210. The Stanford Clearinghouse CANNOT fill orders for these publications.

Vietnamese Publications, *continued*

ERIC materials include the following:

*English for Speakers of Vietnamese/Tieng Anh Cho Nguoi Viet. American Council of Learned Societies Program in English as a Foreign Language* (ED 089 555) 96¢ in microfiche, $20.41 in photocopy (390 pages). By William W. Gage and Others, 1955. This text is designed for teaching English as a foreign language to Vietnamese. NOTE: The book is in Vietnamese; only the structures are in English.

*ERIC Materials Relating to Vietnamese and English* (ED 102 882) 96¢ in microfiche, $1.78 in photocopy (8 pages). By Jennifer DeCamp, 1975. This collection of abstracts was compiled from Resources in Education and Current Index to Journals in Education in response to the demand for such materials after the arrival of Vietnamese refugees.

From the Center for Applied Linguistics (which houses the ERIC Clearinghouse on Languages and Linguistics) come the following resources: The Center's address is 1611 North Kent Street, Arlington, Virginia 22209.

*A Selected Annotated Bibliography For Teaching English to Speakers of Vietnamese.*, 1975, 65 p.

This bibliography represents a selection of materials of immediate practical relevance to those concerned with the English language education of refugees from Indochina, particularly Vietnam.

*Vietnamese-English Phrasebook with Useful Word List.* (For English Speakers) 1975, 105 p.

This Vietnamese-English phrasebook contains vocabulary items for the most common and basic situations, and includes a 1500-word glossary.

*A Handbook for Teachers of Vietnamese Students: Hints for Dealing with Cultural Differences in Schools.* 1975, 37 p.

This handbook has been prepared to supply hints to the American teachers who are working with Vietnamese children, and includes background on the Vietnamese educational system.

*A Personnel Resources Director for the Education of Vietnamese Refugees.* 1975, 33 p.

This resource directory contains the names, addresses, degrees, relevant experience, availability dates and places, and capabilities of people who could be of use to schools preparing to teach Vietnamese children.

# Network Information Requested

At the 1976 convention of the Association for Educational Communications and Technology, Judith Yarborough, Associate Director of the Clearinghouse, will be speaking on the topic of networks for the retrieval of non-print media. In addition, during 1976, the Clearinghouse will be holding a small seminar on the current state of such networks.

Newsletter readers familiar with any such systems or networks are encouraged to write to Ms. Yarborough and share their views.

# Bicentennial Materials: Suggestions

Among the Bicentennial materials which have arrived at the Clearinghouse over the past few months are several which may not have been publicized elsewhere. The following list includes materials available from ERIC, as well as from other sources.

For those searching the ERIC data base, Bicentennial-related publications are listed under the identifier "Bicentennial."

*America's Bicentennial; Some Ideas for Librarians.* Bay Area Reference Center, San Francisco Public Library. IR 002 589 (check *RIE* or write the Clearinghouse for ED number) Bibliographies compiled for a workshop.

*Bicentennial Materials K-12 An Annotated Bibliography.* Social Science Education Consortium, 855 Broadway, Boulder, Colorado 80302. Free. ED 104 768, microfiche 96¢, photocopy $1.78.

The 28 materials listed in this annotated bibliography can be used by K-12 educators interested in teaching a unit or course on the Bicentennial.

*Bicentennial Source Book, Level I, K-2.* By Sharon Herb and others. Donald P. Vetter, Supervisor of Social Studies, Carroll County Board of Education, Westminister, Maryland 21157, $10.00 each; set of guides I-IV $50.00. ED 106 189, microfiche 96¢.

A series of four books developed by the Carroll County Public School System, Maryland, specifically designed to generate ideas integrating the Bicentennial celebration into various disciplines, classroom activities, and school-wide events.

*Bicentennial Source Book, Level II, Grades 3-5.* By Nancy Orth and others. ED 106 190, Microfiche 96¢.

*Bicentennial Source Book, Level III, Grades 6-8.* By Robert Burger and others. ED 106 191, microfiche 96¢.

*Bicentennial Source Book, Level IV, Grades 9-12.* By Margaret Price and others. ED 106 192, microfiche 96¢.

*Bicentennial Times.* American Revolution Bicentennial Administration, 2401 E St. N.W., Washington, D.C. 20276. Free.

Published monthly in the interest of maintaining a high level of public awareness of the American Bicentennial observance.

*Books About Early America.* Institute of Early American History and Culture, Box 220, Williamsburg, Virginia 23185. $1.00.

A pamphlet guide to readable books about early America.

*Creating Independence, 1763-1789; A Selected Annotated Bibliography.* Compiled by Margaret N. Coughlan, Government Printing Office, Order No. S/N 3001-0046, 75¢. ED 076 196, microfiche 96¢, photocopy $4.72.

The Children's Book Section of the Library of Congress has compiled this bibliography as a guide in the selection of background reading for young people in connection with the Bicentennial of the American Revolution.

*Documents of Democracy.* Government Printing Office, Order No. S/N 040-000-00329-1. 95¢.

Contains the complete text of the Constitution, Bill of Rights, and Declaration of Independence.

*Materials for Teaching About the Bicentennial: An Annotated Bibliography.* By Karen B. Wiley and Roxy Pestello, Social Science Education Consortium, 855 Broadway, Boulder, Colorado 80302. Publication No. 183. $3.95.

*Media & Methods.* v12 n3 November 1975.

A bicentennial issue emphasizing the reality of America's past.

*National Calendar of Bicentennial Events.* American Revolution Bicentennial Administration, Government Printing Office, Order No. S/N 052-008-00009-3. $1.05.

Summary of Events of national and international interest, listed by date.

*NEA Bicentennial Ideabook:* Programs, Ideas, Resources. By Arnold Durfee and others. National Education Association. ED 104 757, microfiche 96¢.

The central theme of this ideabook on the Bicentennial is the extension of the human rights of life, liberty, and the pursuit of happiness to the United States and the rest of the world.

*Official Master Register of Bicentennial Activities.* Fourth Edition. American Revolution Bicentennial Commission, 736 Jackson Place, N.W., Washington, D.C. 20276. ED 102 981, microfiche $1.26, photocopy $34.74.

A master calendar of events of local, state, national, and international significance which will take place between March 1975 and December 1976.

*Tips for Teaching About the Bicentennial in the Social Studies:* Four Lessons. By Allan O. Kownslar. Social Science Education Consortium, 855 Broadway, Boulder, Colorado 80302, Publication No. 182. $2.95.

*Title II Reading Projects Contribute to American Studies Programs; ESEA Title II and the Right to Read Notable Reading Projects, Combined Issues September 1973—March 1974, No. 16—18.* Office of Education. ED 099 789, microfiche 96¢, photocopy $1.78.

The 37 Title II projects summarized in this document were reported by ESEA Title II coordinators and reading and media specialists in state and local education agencies of twenty states and the District of Columbia.

*The Two Hundredth Anniversary of the First Continental Congress; 1774-1974.* Government Printing Office. Order No. S/N 052-071-00432-7. $1.80.

The complete program of Congressional ceremonies held to commemorate the Continental Congress plus rarely-published materials related to the event.

"U.S. Government Documents and the Bicentennial: A Selected Bibliography." *California Librarian,* v36 n4 p12-30, October 1975. California Library Association, 717 K Street, Sacramento, California. $2.00 for single issue.

ORDERING INFORMATION

For documents available from the Government Printing Office, order by title and Order No. from: Government Printing Office, Washington, D.C. 20402. Enclose a check for purchase price.

For documents available from ERIC, order by ED number from: EDRS, P.O. Box 190, Arlington, Virginia 22210. Enclose a check for purchase price.

*continued, page 4*

Bicentennial, *continued*

MEDIA AND MEDIA LISTS

*American Bicentennial Reading Kit.* Children's Book Council, Inc., 67 Irving Place, New York, New York 10003. $10.00.

A package of materials designed to stimulate interest in reading and the history of the United States.

*The American Super 8 Revolution.* International Film Foundation, Inc. Room 916, 475 Fifth Avenue, New York, New York 10017. $380.

Two films in one – documentation of the production of a Super 8mm film by a group of fifth graders as well as their finished product.

*Bicentennial Ideas from the Library Media Center.* Villanova University, Department of Library Science. ED 108 675, microfiche 96¢, photocopy $1.78.

A collection of ideas for the elementary or secondary school.

*Colonial Williamsburg Films, Filmstrips, Records, Slides on Early American Life.* Colonial Williamsburg, AV Distribution Section, Williamsburg, Virginia 23185.

*A Guide to Bicentennial Display Kits, Posters, and Other Materials Celebrating America's 200th Birthday.* By Michael M. Miller. State Library Commission, Bismark, North Dakota 58505.

An illustrated guide to many sources of display material.

*Media for the Bicentennial.* National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

A catalog of the most appropriate available media from NAVA, arranged by themes, titles, producers. Includes ordering information and forms.

*Sights and Sounds Circa 1776.* Audio/Visual Department, John M. Olin Library, Washington University. IR 002 749 (check RIE or write the Clearinghouse for ED number).

Lists research resources available at Washington University.

*Paper Soldiers of the American Revolution.* Bellerphon Books, 153 Steuart Street, San Francisco, California 94105. $2.50.

AMERICAN ISSUES FORUM

The following materials were assembled by a California teacher, as support documents for the *American Issues Forum (AIF)* calendar and discussion guide available from the Government Printing Office, Washington, D.C. 20402 (48 pp., $140, Order No. S/N 036-000-00027-9).

*American Issues Forum: A Courses By Newspaper Reader.* San Diego, California: University of California, San Diego. Publisher's Inc. 1975. 375 p. $4.95.

This first volume supplements the first four units of the AIF topic calendar. Contains selections from books, journals, and documents.

*American Issues Forum Film List:* Educational Film Library Association, 1975, New York, N.Y.: 32 p. $1.00.

Annotated list of films related to AIF topics.

*American Issues Forum: Study Guide,* Volume One. San Diego, Calif.: University of California, San Diego. Publisher's Inc. 1975. 80 p. $2.95.

To assist readers of the AIF Courses by Newspaper, this guide provides key concepts and questions for the first four units.

*Leadership Packet:* A Helpful Handbook for the American Issues Forum. Denver, Colorado: University of Denver, 1975 43 p. Free.

Provides suggestions for AIF programs with information on supporting materials and services.

*Participant Guide: Bicentennial Youth Debates.* Washington, D.C.: Speech Communication Association, 1975. 70 p. Free.

Contains procedures and topics for school debate contests and events.

*A Source Book for American Issues Forum,* Volume One. San Diego, Calif.: University of California, San Diego. Publisher's Inc. 1975. 36 p. $1.25.

A community leader's guide for AIF Courses by Newspaper. Contains discussion questions and resources for the first four units.

*A Teaching Guide for the Cultural History and Geography of the Western Frontier and Upper Missouri Region.* By Bruce G. Milne and Herbert T. Hoover. Vermillion, South Dakota: University of South Dakota, 1975. 158 p. $8.00.

Includes lesson plans, supplementary materials and 101 things to do for your Bicentennial. For grades 4 through 9.

*What is America?* Discussions, Vol. I and II. Denver, Colorado: University of Denver, 1975. 65 p. (Vol. I) Free.

Activity oriented, one day discussion units for high school students. Contains objectives, readings, and materials which may be duplicated.

## 'Women in Libraries' Topic of ALA Bibliography

An annotated bibliography of 243 journal articles from 1920 to 1975 dealing with "Women in Librarianship" is being offered by the Office for Library Personnel Resources of the American Library Association.

The 21-page bibliography is available for 50¢ from: Margaret Meyers, ALA SSRT, Task Force on Women, American Library Association, 50 East Huron Street, Chicago, Illinois 60611. It also will be available on ERIC microfiche when its ED number is announced in the February *Resources in Education.*

Editor: Maxine Sitts

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